



SOUTHERN CALIFORNIA  
ASSOCIATION OF GOVERNMENTS  
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## MEETING OF THE

# MODELING TASK FORCE

***Thursday, March 29, 2018***  
***10:00 a.m. – 12:00 p.m.***

#### SCAG OFFICES

**900 Wilshire Blvd., Ste. 1700**  
**Policy Committee A Room**  
**Los Angeles, CA 90017**  
**(213) 236-1800**

### VIDEOCONFERENCE AND TELECONFERENCE ALSO AVAILABLE

**Please see Page 2 for information on How to Participate.** For other information or questions, please contact Cheryl Leising at (213) 236-1926 or via email at [leising@scag.ca.gov](mailto:leising@scag.ca.gov)

If members of the public wish to review the attachments or have any questions on any of the agenda items, please contact Kihong Kim at (213) 236-1914 or via email at [kimk@scag.ca.gov](mailto:kimk@scag.ca.gov). Agendas & Minutes for the Modeling Task Force are also available at: [www.scag.ca.gov/committees](http://www.scag.ca.gov/committees)

SCAG, in accordance with the Americans with Disabilities Act (ADA), will accommodate persons who require a modification of accommodation in order to participate in this meeting. SCAG is also committed to helping people with limited proficiency in the English language access the agency's essential public information and services. You can request such assistance by calling (213) 236-1908. We request at least 72 hours (three days) notice to provide reasonable accommodations and will make every effort to arrange for assistance as soon as possible.

# How to Participate

## In Person

**SCAG Downtown Office Policy Room A**  
900 Wilshire Blvd., 17<sup>th</sup> Floor  
Los Angeles, CA 90017  
213-236-1800

*\* Visitors MUST check in at Security Desk in lobby, and your name needs to be on the RSVP list that was gathered prior to the meeting. No “walk-in visitors” will be allowed. Please contact Cheryl Leising [leising@scaq.ca.gov](mailto:leising@scaq.ca.gov) to be added to list prior to meetings.*

## Videoconference

**San Bernardino County**  
1170 West 3<sup>rd</sup> Street, Suite 140  
San Bernardino, CA 92410  
Telephone: 909-806-3556

**Riverside County**  
3403 10<sup>th</sup> Street, Suite 805  
Riverside, CA 92501  
Telephone: 951-784-1513

## Web Meeting

Join from PC, Mac, Linux, iOS or Android:  
<https://zoom.us/j/491536505>

## Teleconference

**Dial:** 1-669-900-6833  
**Meeting ID:** 491 536 505

# **AGENDA**

***“Any item listed on the agenda (action or information) may be acted upon at the discretion of the Committee”.***

## **1.0 CALL TO ORDER AND INTRODUCTIONS**

**Christopher Gray**  
Chairperson

### **1.1 Modeling Task Force Chairperson**

The Chair of the Modeling Task Force rotates annually between the modeling leads of the County Transportation Commissions and Caltrans. SCAG staff asks the Committee to affirm the appointment of Paul Burke, Metro, as the new Modeling Task Force Chair for Year 2018. The Modeling Task Force extends its appreciation to Christopher Gray from WRCOG for his service as Chair over the past year.

## **2.0 PUBLIC COMMENT PERIOD**

Members of the public desiring to speak on an agenda item or items not on the agenda, but within the purview of this Task Force, must fill out and present a speaker’s card to the Assistant prior to speaking. A speaker’s card must be turned in before the meeting is called to order. Comments will be limited to three minutes. The Chair may limit the total time for comments to twenty (20) minutes.

## **3.0 INFORMATION ITEMS**

### **3.1 SCAG Activity-Based Model Update**

SCAG is currently working on a project to update an activity-based travel demand model. The model will be validated to base year 2016 for the 2020 RTP/SCS. This presentation will go over tasks that were completed, current status, and future work plans.

**Modeling Staff,**  
**SCAG**  
25 minutes

### **3.2 Inclusive Big Data for Transportation Decision-Making**

**Jack Mackin,  
Timothy Philips &  
Clara Chung,  
Teralytics**  
45 minutes

We will share how cellular data and its analytics can facilitate inclusivity and accuracy of transportation surveys, planning, modeling and forecasting in the U.S. and other countries.

### **3.3 A Framework for Quantifying Airbnb Supply, Occupancy Rates and Travel Purpose**

**Chao Wang,  
Cambridge  
Systematics**  
30 minutes

This presentation describes a variety of sources that may be utilized to obtain more specific hotel location, and a new way to obtain transportation-relevant data from Airbnb listings. This presentation compares the hotel and Airbnb listings within the Los Angeles area to describe the growing importance of capturing Airbnb data when developing visitor models. A framework is described to use the Airbnb data to determine key metrics that are relevant to visitor modeling.

## **4.0 CHAIR'S REPORT**

## **5.0 STAFF REPORT(S)**

## **6.0 FUTURE AGENDA ITEMS**

## **7.0 ADJOURNMENT**

The next meeting of the Modeling Task Force is scheduled for 10:00 a.m. on May 23, 2018 at SCAG's office in downtown Los Angeles.